



(Draft) JOB DESCRIPTION
General Manager Operations
Operations
Auckland

VITACO VISION

Empowering Healthier Lives

Together we are building Vitaco into a world class nutrition company, led by **brands & products** that consumers & customers Love!

Innovation and fresh thinking is the lifeblood of our company, supported by the foundations of an efficient and flexible operating environment.

VITACO VALUES

WE CARE..... *by doing the right thing.*

WE ACT..... *by taking responsibility to make a positive difference.*

WE SUCCEED.... *through team work and innovation.*

PURPOSE OF JOB

The General Manager Operations is responsible for the Operations of the Vitaco business including;

- Manufacturing Operations at all sites
- Engineering across all sites and Warehouses
- New Zealand Warehousing operations for raw and packaging materials
- New Zealand and International Warehousing and Distribution logistics of finished goods

The GM Operations is responsible for the medium term strategic and annual planning and leading of the Operations functions. This role leads a highly skilled Operational team of 300 employees in manufacturing and distributing Supplements and Foods and Sports products, with a Cost of Goods value of over \$AUD 201 million across four sites.

The role is responsible for the high-quality manufacture of all Vitaco products manufactured in-house. In this regard, the GM Operations is also responsible for costs associated with the manufacturing process and driving improvement in Costs of Goods to deliver competitive gross margins via the senior operational leadership team.

Capital investment plans are implemented in conjunction with the annual Strategic planning process and the agreed annual capital investment plan. Special projects are implemented to ensure they deliver the expected outcomes, on time and on budget.

The role oversees the NZ and International Warehousing and Logistics function ensuring finished goods delivery to customers at or above agreed service levels in the most cost-effective manner.

The GM Operations is responsible for ensuring the manufacturing quality standards for all in-house Vitaco products are met.

This role has significant responsibilities associated with Health and Safety given the complexity of manufacturing and logistics, and number of employees within Operations responsibility. The GM Operations also has key sustainability responsibilities related to Vitaco's Planet Pillar ensuring annual priorities are determined and delivered, in particular where Operations are fundamental to required outcomes.

As a member of Mini Business Unit Level 4 (MBU4), the GM Operations maintains strong relationships with senior leaders to deliver joint business solutions, drives strategic decision-making processes across the Extended Lead Team (ELT), delivers talent management plans with direct reports and their functional teams and enables all Vitaco team members to deliver superior outcomes through inspired leadership.

Reports to: Chief Operating Officer

Direct reports: Production Manager, Supplements
 Production Manager, Foods and Sports (Bars)
 Production Manager, Foods and Sports (Sports Nutrition Powders)
 NZ Distribution Manager
 Engineering Manager
 Capital Projects Engineering Manager
 Production Manager (Penrose – Secondment)

Delegated authority: GM Operations – ELT
 As per Delegated Authorities (and amendments)

Position Band: Band 9 ELT

KEY EXTERNAL RELATIONSHIPS

Who	Description	Frequency
Strategic suppliers	Regular meetings	As required
Logistics Partners	Regular meetings	As required
Capital Investment suppliers	Project specific	As required
Property Managers	Lease and medium term planning	As required
Landlords of leased premises	Regular meetings	As required
GM Operations and similar roles in non-competing companies	Professional networking & development	As required
Consultants to supports the strategic plan	Topic specific	As required

KEY INTERNAL RELATIONSHIPS

Who	Description	Frequency
COO	Reports to the COO. Engages frequently on all aspects of the GM Operations	As needed (3 to 4 times per month minimum)
ELT	As a member of the ELT, represents Operations and contributes to overall Group strategy and planning. Liaison for key projects within scope of Capital Investments	Daily / weekly
Technical Manager	Release of product for distribution and / or sale Quality and regulatory affairs compliance for all Vitaco products including complaint response management	As needed (1 to 2 times per week minimum)

Vitaco Job Description: GM Operations
 Created: 29 January 2026

Review Date: 2 years from creation or last review
 Approved by: Roger Scott, Chief Operating Officer

GM Innovation, Supply and Co-Manufacturing	Supply and demand planning, production scheduling inventory, export logistics Capacity planning	Weekly
Operations Commercial Finance	Operational efficiencies, manufacturing deliverables, Cost of Goods improvement initiative plans, Capital Investment planning and execution	Weekly
GM P&C	Works in partnership with GM People & Capability to ensure Operations leaders are capable and accountable for managing their people, with P&C providing strategic enablement where required	Weekly
Strategic Procurement Manager	Procurement strategies and tactics, cost reduction programs and supplier partnerships RFP initiatives for all direct purchases and appropriate indirect services	Daily
Technical Manager	Release of product for distribution and / or sale Quality and regulatory affairs compliance for all Vitaco products including complaint response management Release of product for distribution and / or sale Quality and regulatory affairs compliance for all Vitaco products Development and implementation of the technical policies, positions, processes and programmes to meet business needs for growth and profitability	As needed (1 to 2 times per week minimum)
Head of the Project Management Office	All strategic and key projects are supported and managed efficiently. Support the Operational leadership team to deliver costs savings initiatives and track progress.	As needed (1 to 2 times per week minimum)
Other ELT members	Facilitation, collaboration and sharing of information to enable best outcomes for the business	Daily / Weekly
Head of Commercial Finance NZ and China	Operations financial reporting Annual budget process	Daily / Weekly
General Counsel	Legal matters related to Procurement, Leases, Contracts and Supply agreements	Daily
NZ Office Manager	Co-ordination of staff anniversaries, Briefings and site wide communications	As required

ACCOUNTABILITIES	
'What' you are expected to do – the accountabilities detail the outcomes this position is responsible for delivering.	
ACCOUNTABILITIES	MEASURES
Vitaco Leadership <ul style="list-style-type: none"> • Member of ELT and MBU4 • Maintains strong relationships with senior executives to deliver joint business solutions • Drives tactical decision making processes for Operations • Leads the MBU3 to develop and deliver against Operations short-term and medium term strategies and goals. 	<ul style="list-style-type: none"> • A sustained Mini Business Unit philosophy is the ultimate engagement process for Operations leadership • Effective communication in a range of settings • Is sought out for advice • Succession plans in place for all key roles within functional area

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'What' you are expected to do – the accountabilities detail the outcomes this position is responsible for delivering.	
ACCOUNTABILITIES	MEASURES
<ul style="list-style-type: none"> Ensures appropriate capability and ongoing training for all functionality required within the Operations function Coaches and develops effective teamwork with strong leadership and open communication Explicitly accounts for the people leadership capability of all direct and indirect reports, including their ability to manage performance, conduct, attendance and engagement Ensures leaders apply learning from the Vitaco L&D, Pillar Fundamentals and MBU programming into day-to-day leadership practice Holds leaders accountable for sustained behaviour and performance change Ensures people issues are proactively identified and resolved at leader level; and escalated as appropriate to People and Culture Contributes to talent management plans across Operations and supports relevant talent management plans Demonstrates inspiring leadership practices which work to enable superior outcomes from all Vitaco team members Represents Vitaco externally to enhance our reputation Role models and establishes policies that practices and promote Vitaco Values, Vision, Purpose and Strategic Pillars Uses strong external networks to bring innovative, value adding practices into Vitaco Oversees operations and employee productivity, building a culture where individual and company goals are met. Leads employees to encourage maximum performance and dedication 	<ul style="list-style-type: none"> VIP performance cycle discussions completed Learning Programme outcomes embedded and sustained beyond programme completion Leadership capability uplift evidenced through improved attendance, engagement and retention metrics Vitaco Voice and internal pulse surveys and feedback demonstrate improved confidence in Operations leadership Strong Industrial relations with key stakeholders Collective agreement leadership and negotiations to deliver operational goals Benchmarking results from wage and other remunerations surveys
<p>People Leadership, Performance & Accountability</p> <ul style="list-style-type: none"> Owns end-to-end people leadership outcomes across Operations, ensuring leaders at all levels are capable, accountable and actively managing their teams. Embeds sustainable leadership ensuring that Operations has a leader-led model of people management. 	<ul style="list-style-type: none"> Demonstrated reduction in ER and absenteeism case volume within Operations Leaders independently managing performance, attendance and conduct issues using agreed frameworks and policies Evidence of leaders addressing non-performance via formal processes Operations leaders meeting defined people leadership capability

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ACCOUNTABILITIES	MEASURES
Operational Strategy	<ul style="list-style-type: none"> Translate strategy into operational plans, structure and objectives for performance and growth, lead the annual operation plan. Oversee the development of the annual and mid-year review of the Operations objectives Empower the operational team with the authority and resource to successfully complete operation objectives and initiatives Ensures operational plans explicitly incorporate leadership capability, workforce stability and people risk management as core enablers of delivery Oversee operations and budget sufficient investment in capital to enable growth for the short and long term Identify and remove non-value adding steps or processes in our business through continuous improvement <ul style="list-style-type: none"> Agreed Annual Capacity and Functional plans Strategy to structure projects complete when appropriate Major capital projects implemented on time and budget Operational plans explicitly addressing leadership and workforce risks Appropriate incentive programs in place to deliver the strategic plans Risk management reviews and plans Sustained Continuous Improvement process in place
Manufacturing	<ul style="list-style-type: none"> Leverage our in-house capability and capacity to deliver operational excellence Design, implement and oversee operations of the company Deliver a competitive Cost of Goods whilst maintaining the flexibility, quality and service required to support our business Drive operational capability to surpass customer expectations and meet company goals Delegate responsibility to enhance operations and assist development of direct reports and functions Manufacture to the agreed plan ensuring stock levels and customer delivery expectations are delivered Measure, analyse, evaluate operational effectiveness and identify areas and ways of improvement. Continuous Improvement philosophy in place to drive ongoing positive initiatives across Quality, Speed and Service, Cost, Innovation and Safety Health and Planet pillars Implement sustainable cost savings opportunities <ul style="list-style-type: none"> A sustained Mini Business Unit program, coaching review scores Capacity planning and asset utilisation COGS - Labour, Overheads and Material usage & Conversion costs Gross Margin percentage versus Net Revenue Customer Delivery Levels (CDL) Inventory and Working Capital targets Target 3% of total COGS reduction to offset headwinds and improve profitability Asset reliability and line efficiencies

ACCOUNTABILITIES	
'What' you are expected to do – the accountabilities detail the outcomes this position is responsible for delivering.	
ACCOUNTABILITIES	MEASURES
<ul style="list-style-type: none"> Deliver best practice Maintenance and Asset care programs 	
Warehousing and Distribution NZ and International <ul style="list-style-type: none"> Develop annual and long term plans for NZ and International warehousing and distribution Raw and Packaging Warehousing operations ensuring the supply and storage of ingredients for manufacture NZ and International Warehousing and Logistics function ensuring the finished goods delivery to customers on time and cost effectively Develop and sustain Partnerships with 3rd party logistics providers to support our plans 	<ul style="list-style-type: none"> Agreed Annual Capacity and Functional plans Customer Delivery Levels (CDL) Warehousing and Distribution cost as % of net revenue Inventory accuracy Benchmarking warehouse costs within FMCG industries Request for Proposal results for local and ocean freight Key warehouse KPIs related to pick and pack operations DIFOT external & internal measures achieved.
Quality Assurance and Quality Control and Regulatory Affairs <ul style="list-style-type: none"> Contribute to the strategic direction with respect to quality (assurance and control) and regulatory compliance to enable the business to ensure quality and compliance as well as business competitiveness and profitability Release of product for distribution and / or sale 	<ul style="list-style-type: none"> Reduced consumer complaints Deliver on External Audits and Compliance objectives Maintain Certifications
Strategic Procurement and Partnerships <ul style="list-style-type: none"> Target agreed/ budgeted COGS reduction to offset headwinds and improve profitability through regular RFPs and excellent tactical decisions to support competitive costs in areas of responsibility (Engineering, WH and Distribution) Develop in conjunction with legal team contracts and supply agreements that are fit for purpose 	<ul style="list-style-type: none"> Regular benchmarking through RFPs and other tools Preferred customer / supplier arrangements
Financial <ul style="list-style-type: none"> Assist the Operations Commercial team with financial goals and projections Drive actions from financial indicators and ensure two way flow of information to allow best financial forecasting possible 	<ul style="list-style-type: none"> Cost of Goods Sold analysis Gross Margin improvement Risk and Opportunities Capital Investment

ACCOUNTABILITIES	
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ACCOUNTABILITIES	MEASURES
Sustainability (Planet Pillar) <ul style="list-style-type: none"> Ensure strategic priorities are prioritised to enable successful improvement in Vitaco's contribution to sustainability 	<ul style="list-style-type: none"> Agreed Operations Projects are delivered
Vitaco Vision and Values <ul style="list-style-type: none"> Reflect Vitaco's vision and values in all your day to day activities Promote Vitaco's vision and values with all employees, taking opportunities to recognise and celebrate 	<ul style="list-style-type: none"> Acts in line with Vitaco's vision and values and demonstrates these behaviours Direct reports understand the importance of applying Vitaco vision and values in their decision making processes Participates and promote the Omega 3 awards
Health & Safety <ul style="list-style-type: none"> Contribute to the formation of annual priorities and provide functional leadership to ensure action plans are implemented, driving towards zero harm and a pro-active safety culture Ensure all leaders are familiar with obligations, responsibilities and potential liabilities. Set the expectation and standard for safety performance in own team Ensure all employees are trained and understand the company Safety rules Ensure all near misses / incidents / accidents are properly reported, investigated and future risks mitigated / eliminated as reasonable Works with any injured team member to facilitate their speedy recovery 	<ul style="list-style-type: none"> Meetings regularly promote safety competencies Team members know and understand their safety accountabilities H&S Committee safety initiatives are implemented MSUs operate effectively across teams Documentation is complete and provided to H&S Specialist All accidents/incidents are investigated within 48 hours of the incident occurring Reporting is completed to the required standard
Other <ul style="list-style-type: none"> Any other tasks that may be reasonably required from time to time. 	As required

PERSON SPECIFICATION	
Skills, knowledge, experience and attributes required for the role.	
FORMAL EDUCATION AND TRAINING	
Essential	Preferred
Relevant Graduate qualification in Engineering, Business, Food Science or related disciplines	Business or Advanced manufacturing related post graduate program

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TYPE OF EXPERIENCE AND YEARS			
Essential	Years	Preferred	Years
FMCG	5 - 10	Operations Management experience	10 +
Manufacturing	10 +		
Complex Supply Chain and Logistics	10 +		
People Leadership	10 +		
Change Management Projects	10 +		
Design and implementation of Organisational Operations Models			

Manager to complete

I approve this job description.

Name: _____

Position: _____

Signature: _____ Date: _____

Employee to complete

I confirm that I have read and understood this job description and agree to the accountabilities and competencies required of this role:

Name: _____

Signature: _____ Date: _____